

# ARIZONA --- TOURISM --- UNIVERSITY

## **Educational Topics and Class Schedule for FY 2008**

How to Develop an Interactive Marketing Strategy	November 14, 2007: Pinetop/Lakeside December 5, 2007: Scottsdale December 13, 2007: Benson
How to Write an Effective Marketing Plan	January 16, 2008: Flagstaff January 23, 2008: Tucson
Teamwork for Effective Arizona Marketing First Timers workshop	February 13, 2008: Tempe
How to Work with Tour Operators And Travel Agents	March 12, 2008: Sedona March 26, 2008: Sierra Vista
How to Create Effective Collateral Material	April 9, 2008: Flagstaff April 16, 2008: Tucson
How to Assess Your Community's Assets	May 7, 2008: Camp Verde May 14, 2008: Tucson